

Message Text

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SUBJECT: PURARIA-PURACQUA FINAL REPORT

REF STATE A-5953

1. PURARIA-PURACQUA - AIR AND WATER PURIFICATION AND POLLUTION
CONTROL EQUIPMENT EXHIBITION

2. USTC MILAN, NOVEMBER 6-12, 1975

3. 24 PARTICIPANTS

4. SALES DURING SHOW \$319,110

5. SALES PROJECTED DURING COMING YEAR:

A) NTM - \$3,155,000

B) OTM - \$112,000

TOTAL \$3,267,000

6. FOUR PARTICIPANTS SOUGHT EXREPS

7. THREE EXREPS APPOINTED DURING SHOW

8. EIGHT ADDITIONAL EXREPS EXPECTED NEXT 12 MONTHS

9. N/A

10. TOTAL REGISTERED VISITORS: 1752

11. A) ALBANY ENGINEERED SYSTEMS, GLEN FALLS, N.Y. NTM. EXPECTED

12 MONTHS SALES: \$100,000. EXPECTS SAPPOINT ONE EXREP OBTAINING

18 LEADS DURING EXHIBIT. PENETRATED PORTUGAL, FRANCE, YUGOSLAVIA

AND ISRAEL FOR FIRST TIME. EXHIBITED MULTIPLE STAINLESS

STEEL FILTERS. WROTE D.R. MORGAN, PRODUCT MANAGER "EXTREMELY

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EFFICIENT HANDLING OF EXHIBITION AND CLASSIFICATION OF

CUSTOMERS. FRIENDLY ATMOSPHERE. GOOD IDEA EXHIBITION HELD

IN CONJUNCTION WITH RICH-MAC." CLEARED

B) ANALYTICAL MEASUREMENTS, CHATHAM, N.J. NTM. PROJECTS 12
MONTH SALES OF \$50,000 HAVING OBTAINED 200 SALES LEADS.

APPOINTED EXREP FOR ITALY DURING SHOW. EXHBITIED PH METERS
AND PH CONTROLLERS. FRANK G. PAULLY, PRESIDENT, WROTE: "TIMED
WELL WITH ITALIAN CHEMICAL SHOW. PERSONNEL AND COOPERATION
FROM STAFF WAS EXCELLENT." CLEARED

C) AQUA-AEROBIC INTERNATIONAL, ROCKFORD, ILL. NTM. SALES DURING

EVENT \$100,000. PROJECTED 12 MONTH: \$100,000. EXHIBITED

AQUA-JET HIGH SPEED AERATOR CLARIFIER. CARL M. JACOBS,
MANAGING DIRECTOR, WROTE: "EFFICIENTLY RUN SHOW AND HELPFUL
STAFF." CLEARED

D) SINGER PRODUCTS CO., N.Y., N.Y. NTM. SALES DURING EVENT:

\$8,000. PROJECTED 12MONTHS: \$150,000. APPOINTED ONE SALES
REP DURING EXHIBIT. EXHIBITED WATER TREATMENT SYSTEMS FOR
INDUSTRY. RICHARD T. SINGER, MARKETING DIRECTOR WROTE: "CONTENT
PERFECT BUT ITALIAN MARKET IS DEPRESSED AT THE MOMENT. EARLY
FOLLOW ON APPEALS WARRANTED TO BENEFIT FROM TURNROUND IN ECONOMY.
LONG TERM OUTLOOK FOR POLLUTION EQUIPMENT SALES IN ITALY SEEM
GOOD, ESPECIALLY THOSE THAT RMOVE THE MORE OBVIOUS FORMS OF
POLLUTION." CLEARED

12. THE MTC'S FIRST OFFICIAL EXHIBITION OF '75-'76 WAS A SUCCESS AND
AUGURS WELL FOR A SUCCESSFUL EXHIBITION YEAR. SALES DURING THE
EXHIBITION WERE EXCELLENT, TRIPLE THOSE FROM OUR PREVIOUS POLLUTION
CONTROL EXHIBITION (NOV. 72). ALL FOUR EXHIBITORS SEEKING EXREPS
EITHER SIGNED A REP DURING THE SHOW OR EXPECTED ONE WITHIN
NEXT 12 MONTH . 21 OF 24 PARTICIPANTS REPORTED THAT FIRST
OBJECTIVE IN ENTERING SHOW ACHIEVED, TWO "PARTIALLY" AND
ONE "NO".

12. ITALIAN UNDERSECRETARY FOR COMMERCE AND INDUSTRY CARENINI
PARTICIPATED WITH CONSUL GENERAL FINA AND MTC DIRECTOR IN
SHOW OPENING ON NOV. 6. NOVEMBER 7 CONFERENCE ON "INSTRUMENTATION
ANALYSIS AND ENVIRONMENTAL CONTROL" HAD SRO AUDIENCE IN MTC
CONFERENCE ROOM WITH SPILL-OVER MOVED INTO LOUNGE, WHICH
EQUIPPED FOR THE OCCASION WITH CCTV. PRINCIPAL SPEAKER WAS
HARRY C. DE LONGE, VICE PRESIDENT, ENGINEERING AND TECHNICAL
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SERVICES, PEPSICO INT'L. SEMINAR DREW TRULY BR AUDIENCE OF
ITAIAN GOVERNMENT AND INDUSTRY.

14. ON NEGATIVE SIDE, RICH-MAC TIE-IN PROVED LESS POTENT A
DRAWING-CARD THAN ANTICIPATED. RICH-MAC DREW SMALLER AUDIENCE
THAN EXPECTED, PRINCIPALLY BECAUSE OF STATE OF ITAIAN ECONOMY
AND PARTICULAR THE ITALIAN CHEMICAL INDUSTRY -- RICH-MAC'S
BIGGEST UNIVERSE. IN ADDITION, OUR SHOW SUFFERED SOMEWHAT
FROM LACK OF TRULY NEW PRODUCTS PLUS SMALL NUMBER OF FIRMS

SEEKING REPRSENTATION; THIS DETRACTED SOMEWHAT FROM OUR VISITOR APPEAL.

15. SOLID RESULTS THIS EVENT (AND OUR EARLIER AUDIO-VISUAL SHOW), IN FACE OF CURRENT GENERAL CONDITION OF ITALIAN ECONOMY, INDICATES THAT ECONOMIC CONDITIONS HAVE NOT DETERRED LEADING ITALIAN INDUSTRIES FROM EXAMINING AND PURCHASING THE EQUIPMENT THEY NEED TO STAY PRODUCTIVE AND COMPETITIVE. THIS POINT SHOULD BE UNDERLINED BY OIM WHEN DISCUSSING PARTICIPATION IN FUTURE MTC EVENTS WITH AMERICAN INDUSTRY.FINA

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